

INTRODUCTION

Tobacco use remains the leading cause of preventable death in South Dakota. More deaths are caused each year by tobacco use than by human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders *combined*. The Centers for Disease Control and Prevention (CDC) highlights the following data about South Dakota¹.

Deaths in South Dakota Caused by Smoking

Annual average smoking-attributable deaths	1,100
Youth ages 0-17 projected to die from smoking	18,000

Annual Costs Incurred in South Dakota from Smoking

Total medical	\$274 million
Medicaid medical	\$58 million
Lost productivity from premature death	\$228 million

In 2007, CDC issued the *Best Practices for Comprehensive Tobacco Control Programs*. This document describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level of state investment to reach these goals and reduce tobacco use in each state¹.

The South Dakota Department of Health, Tobacco Control Program is working to:

1. Reduce the number of people who start using tobacco;
2. Increase the number of people who quit using tobacco; and
3. Reduce the number of nonsmokers exposed to secondhand smoke.

The South Dakota Department of Health Tobacco Control Program contracted with the Minnesota Institute of Public Health to develop the *Tobacco Prevention Toolkit (K-12)*. This toolkit provides tobacco prevention activities, policies, and curriculum for South Dakota educators. The toolkit has been designed to serve as a user-friendly guide within K-12 schools.

How to Use the Toolkit

The *Tobacco Prevention Toolkit (K-12)* is designed to provide information about tobacco prevention activities, policies, and curriculum. It serves as a user-friendly guide that can assist with planning and implementation of tobacco prevention efforts. The majority of the activities, policies, and curriculum described in the toolkit are evidence-based. The toolkit is designed for educators throughout South Dakota. Educators can use the toolkit to:

- learn and gather ideas for tobacco prevention activities,
- assist in the development and implementation of tobacco-free policies,
- select tobacco curriculum for classroom use, and
- find sources of information.

The toolkit is organized into three sections, which correspond to these areas. Each section is unique and is described below. Each section includes a bibliography.

Section 1: Tobacco Prevention Activities

The Tobacco Prevention Activities section includes examples of activities to implement in school settings. Please note that not all of these tobacco prevention activities are evidence-based. However, activities are a key component to a comprehensive tobacco prevention program.

Section 2: Tobacco Prevention Policies

The Tobacco Prevention Policies section includes information and examples about tobacco free policy implementation in school settings.

Section 3: Tobacco Prevention Curriculum

The Tobacco Prevention Curriculum section includes a variety of information about evidence-based curricula. The majority of the curriculum is recognized by the National Registry of Evidence-based Programs and Practices (NREPP). The information includes target audience, goals, objectives, description, and cost.

Background

The 2006 Surgeon General's report on secondhand smoke concluded that secondhand smoke causes premature death and disease in children and in adults who do not smoke². In addition, children exposed to secondhand smoke are at an increased risk for acute respiratory infections, ear problems, and more severe asthma².

School programs designed to prevent tobacco use could become one of the most effective strategies available to reduce tobacco use in the United States³. Accordingly, the Centers for Disease Control and Prevention (CDC) created the Guidelines for School Health Programs to Prevent Tobacco Use and Addiction. The guidelines³ recommend that all schools:

- a) develop and enforce a school policy on tobacco use,
- b) provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills,
- c) provide tobacco-use prevention education in kindergarten through 12th grade,
- d) provide program-specific training for teachers,
- e) involve parents or families in support of school-based programs to prevent tobacco use,
- f) support cessation efforts among students and all school staff who use tobacco, and
- g) assess the tobacco-use prevention program at regular intervals.

The effectiveness of school-based tobacco prevention programs appears to be enhanced and sustained by comprehensive school health education and by community-wide programs that involve parents, mass media, community organizations, or other elements of the social environment of youth.

In addition, the CDC sponsored an evaluation of data on media campaigns from Australia, Canada, England, Finland, the Netherlands, Norway, Poland Scotland, and the United States⁴. Based on this review of material on youth tobacco

use prevention campaigns from nine countries, the research literature, and extensive marketing program experience, the authors have drawn several conclusions about successful mass media campaigns⁴. In general, successful youth tobacco use prevention mass media campaigns⁴:

- Are most effective when they are part of broader, comprehensive tobacco control programs designed to change a community's prevailing attitudes concerning tobacco use.
- Include ads with strong negative emotional appeal that produce, for example, a sense of loss, disgust, or fear.
- Introduce persuasive new information or new perspectives about health risks to smokers and nonsmokers.
- Use personal-testimony or graphic-depiction formats that youth find emotionally engaging but not authoritarian.

- Feature multiple message strategies, advertising executions, and media channels to consistently attract, engage, and influence diverse youth with varying levels of susceptibility to smoking.
- Provide adequate exposure to media messages over significant periods of time.
- Incorporate comprehensive formative, process, and outcome evaluation plans.

In addition, the CDC offers a 450 page comprehensive document: *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign*. This manual is designed to help readers at different levels of experience who are managing programs at different stages of development⁵.

What is Evidence-Based?

In the health care field, evidence-based practice (or practices) generally refers to approaches to prevention or treatment that are validated by some form of documented scientific evidence. What counts as "evidence" varies. Evidence often is defined as findings established through scientific research, such as controlled clinical studies, but other methods of establishing evidence are considered valuable as well. Evidence-based practice stands in contrast to approaches that are based on tradition, convention, belief, or anecdotal evidence.

Source

Substance Abuse and Mental Health Services Administration, National Registry of Evidence-based Programs and Practices. What is evidence-based? Available at: www.nrepp.samhsa.gov/about-evidence.htm. Accessed July 2008.

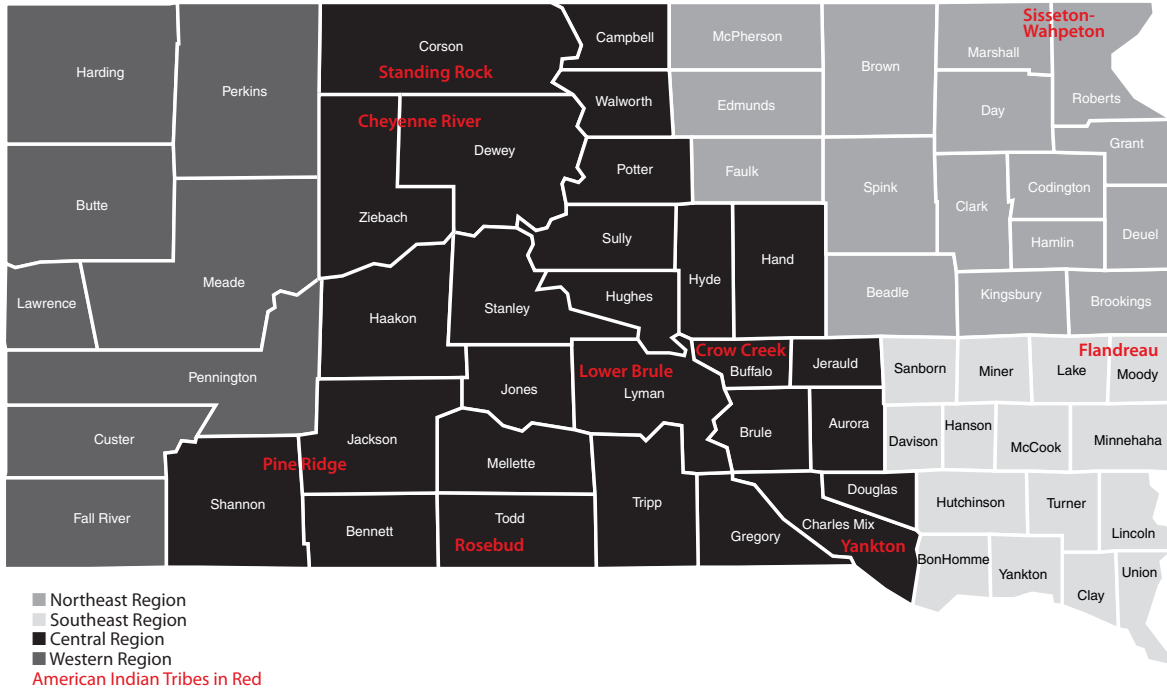
RESOURCES

The South Dakota Department of Health Tobacco Control Program provides the following list of resources. The resources provide information and materials to alleviate the need for duplication of efforts.

- Coordinated School Health
<http://doe.sd.gov/oess/schoolhealth/index.asp>
- South Dakota Department of Health
www.doh.sd.gov/catalog.aspx
- South Dakota Department of Health, Tobacco Control Program
<http://doh.sd.gov/tobacco>
- Tobacco Prevention Coordinator Regional Map
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Addressing Tobacco Use and Addiction
www.cdc.gov/HealthyYouth/tobacco/pdf/Addressing_Tobacco_Addiction.pdf
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Healthy Schools, Healthy Youth www.cdc.gov/healthyyouth/
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use and the Health of Young People
www.cdc.gov/HealthyYouth/tobacco/facts.htm
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use Publications
www.cdc.gov/HealthyYouth/tobacco/publications.htm
- Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use School Health Guidelines
www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm
- Centers for Disease Control and Prevention, Smoking and Tobacco Use
www.cdc.gov/tobacco
- Centers for Disease Control and Prevention, Tobacco Use and South Dakota Students
www.cdc.gov/HealthyYouth/yrbs/pdf/tobacco/yrbs07_south_dakota_tobacco.pdf
- HealthEdventure
www.healthedventure.org
- TobaccoWiki
www.tobaccowiki.org

Tobacco Prevention Coordinator Regional Map


SOUTH DAKOTA DEPARTMENT OF HEALTH TOBACCO CONTROL PROGRAM




REGION	PHONE/FAX	COUNTIES
Northeast Region Tobacco Prevention Coordinator Human Service Agency 123 19th Street NE, PO Box 1030 Watertown, SD 57201	605-884-3523 605-884-3522 (fax)	Beadle, Brookings, Brown, Clark, Codington, Day, Deuel, Edmunds, Faulk, Grant, Hamlin, Kingsbury, Marshall, McPherson, Roberts, and Spink
Southeast Region Tobacco Prevention Coordinator Volunteers of America, Dakotas 1309 W 51st Street, PO Box 89306 Sioux Falls, SD 57105	605-339-1199, ext. 341 605-335-5514 (fax)	Bon Homme, Clay, Davison, Hanson, Hutchinson, Lake, Lincoln, McCook, Miner, Minnehaha, Moody, Sanborn, Turner, Union and Yankton
Western Region Tobacco Prevention Coordinator Black Hills Special Services Coop 2885 Dickson Drive, PO Box 218 Sturgis, SD 57785	605-347-4467, ext. 243 605-347-5223 (fax)	Butte, Custer, Fall River, Harding, Lawrence, Meade, Pennington, Perkins
Central Region Tobacco Prevention Coordinator Black Hills Special Services Coop 2885 Dickson Drive, PO Box 218 Sturgis, SD 57785	605-347-4467, ext. 243 605-347-5223 (fax)	Aurora, Bennett, Brule, Buffalo, Campbell, Charles Mix, Corson, Dewey, Douglas, Gregory, Haakon, Hand, Hughes, Hyde, Jerauld, Jones, Lyman, Mellette, Potter, Shannon, Stanley, Sully, Todd, Tripp, Walworth, Ziebach

Coordinated School Health


<http://doe.sd.gov/oess/schoolhealth/index.asp>



south dakota
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- Site Map
- Site Index

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Office of Educational Services & Support


Coordinated School Health

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- [CDC Priority Risk Behaviors](#)
- [Policy Development](#)
- [Health Education](#)
- [HIV/AIDS Prevention Education](#)
- [Physical Education](#)

Coordinated School Health is a collaborative partnership between the South Dakota Departments of Education and Health. Through funding from the Centers for Disease Control, we develop partnerships and coordinate programming to improve the health, education, and well-being of young people!


The Coordinated School Health Approach

A coordinated approach to school health improves children's health and their capacity to learn through the support of families, schools, and communities working together. To find out more, click on each of the eight aspects of health and education below.



Quick Links

- [SD Safe Routes to School](#)
- **NEW:** [Health Education Curriculum Analysis Tool \(HECAT\)](#)
- **NEW:** [CDC Healthy Schools Healthy Youth!](#)
- [Healthy South Dakota](#)
- **Register Now!** - [South Dakota Schools Walk Program](#)
- [Training and Events](#)
- [Resources](#)
- [Available Grants](#)
- [Staff Contacts](#)



School Health

- Course Standards:
 - Physical Education
 - Health Education
- Youth Risk Behavior Survey (YRBS)
- School Health Profile
- School Height and Weight Data

Special Education

- South Dakota State Application
- 2008-2009 Annual Request for IDEA Flow-through Funds
- Extended Standards Revised
- State Performance Plan Response to Intervention

CANS

- FFVP Announcement
- Nutrition Bulletin
- CANS Calendar
- Wellness Policy
- NEW:** School Nutrition Association of S.D. Annual Fall Conference

Early Childhood Education

- S.D. Early Learning Guidelines

Title

- No Child Left Behind Consolidated Application eGrant System

Office Contact Info

- OESS Staff Directory

South Dakota Department of Health

Please visit the South Dakota Department of Health website for additional print materials:
www.doh.sd.gov/catalog.aspx.

SD Department of Health - Educational Materials Catalog

https://apps.sd.gov/applications/PH18Publications/secure

South Dakota Department of Health

Donneen Hollingsworth
Secretary of Health
600 East Capitol Avenue
Pierre, SD 57501-2536
605-773-3361
1-800-738-2301 (in state)

News A-Z Topic Index Publications Statistics Online Services Search

Division of Health and Medical Services
Educational Materials Catalog

*Enter the Qty of each item you would like to order from each tab.
*When finished, click the Proceed to Checkout Button.
*Educational Materials can only be ordered by South Dakota residents.
*Adobe Acrobat is required to view publications - Click Here to download Adobe Acrobat.
*Allow 2 to 4 weeks for delivery of order

All Women Count	Diabetes	Physical Activity	Nutrition
Cardiovascular	Dental	Tobacco Prevention	Community Health

Tobacco Prevention

Stock Number	Publication Title	Qty to order
TCP039	ACS Tobacco Prevention Comic Book (view)	<input type="text"/>
TCP010	Be a Quitter (Quitline Brochure) (max=100) (view)	<input type="text"/>
TCP020	Branded? (Facts About Chewing Tobacco) (max=100) (view)	<input type="text"/>
TCP002	Feel Like Quitting Poster (max=10) (view)	<input type="text"/>
TCP004	Metal Sign - This is a Smoke Free Property (max=2) (view)	<input type="text"/>
TCP005	Metal Sign - This is a Tobacco Free Campus (max=2) (view)	<input type="text"/>
TCP006	Metal Sign - This is a Tobacco Free Property (max=2) (view)	<input type="text"/>
TCP007	Metal Sign - This is a Tobacco Free Zone (max=2) (view)	<input type="text"/>
TCP008	Oral Cancer Card (max=100) (view)	<input type="text"/>
TCP009	Patient Chart Stickers (Orange) (max=50) (view)	<input type="text"/>
TCP011	QuitLine (business card) (max=500) (view)	<input type="text"/>
TCP003	QuitLine Beverage Coaster (max=200) (view)	<input type="text"/>

Proceed to Checkout

Local Offices

Services

Licensing Boards

Resources

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F.A.Q.

HEALTHYSD.GOV
Live Better. Grow Stronger.

South Dakota
Connect

South Dakota Department of Health, Tobacco Control Program

<http://doh.sd.gov/tobacco>

Tobacco Control - SD Department of Health

South Dakota Department of Health

Doneen Hollingsworth
Secretary of Health
600 East Capitol Avenue
Pierre, SD 57501-2536
605-773-3361
1-800-738-2301 (in state)

News | A-Z Topic Index | Publications | Statistics | Online Services | Search

Tobacco Control Program

This program coordinates state efforts to prevent people from starting to use tobacco products, help current tobacco users quit, and reduce nonsmokers' exposure to second-hand smoke.

- South Dakota QuitLine 1-866-SD- QUILTS (1-866-737-8487) - toll-free telephone line to provide tobacco users counseling support as they try to quit
- Work, Live, and Play —Tobacco-Free - Tobacco-free options for you and your family
- Local Tobacco Prevention Coordinators - contact to find out about tobacco prevention activities in your area
- Information Regarding Increased Tobacco Control Funding

Data

- Adult Data**
 - The Health Behaviors of South Dakotans 2006 (Tobacco Summary) (use ADOBE)
 - South Dakota Tobacco Use Study: Clients Served by the Department of Social Services 2005; 2008 (use ADOBE)
- Youth Data**
 - South Dakota Youth Tobacco Survey: 2007; 2005; 2003
 - 2007 SD Youth Risk Behavior Survey- Full Report (leaves Health Department site)
 - 2005 SD Youth Risk Behavior Survey — Tobacco Summary; Full report (leaves Health Department site)
 - South Dakota's K-12 School District Tobacco Possession and Use Policy Study (use ADOBE)

Resources

- Order FREE tobacco control materials (select "Tobacco Control " tab)
- South Dakota Tobacco Control Program Annual Report -2008; 2007; 2006; 2005
- South Dakota Tobacco Control Program Strategic Plan 2007

Research

- The Health Consequences of Involuntary Exposure To Second Hand Smoke, A Report of the Surgeon General, 2006 (US Office of the Surgeon General)
- The Health Consequences of Smoking, A Report of the Surgeon General, 2004 (US Office of the Surgeon General)
- American Cancer Society Study Regarding Switching from Cigarettes to Spit Tobacco-Journal of Tobacco Control

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Services

Licensing Boards

Resources

Events Calendar

F.A.Q.

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REGISTRY OF VOLUNTEERS

DON'T GET THE FLU. DON'T SPREAD THE FLU. GET VACCINATED.
cdc.gov/flu

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Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Addressing Tobacco Use and Addiction

www.cdc.gov/HealthyYouth/tobacco/pdf/Addressing_Tobacco_Addiction.pdf



Addressing Tobacco Use & Addiction

CDC's Division of Adolescent & School Health



Mission

The mission of the Division of Adolescent and School Health (DASH) is to prevent the most serious health risks among children, adolescents, and young adults.

Goal

To prevent tobacco use and addiction among young people by increasing the capacity of the nation's schools to address tobacco use through coordinated school health programs.

Strategies

- 1 Data collection and analysis.
- 2 Science-based guidance.
- 3 Funding to state departments of education and health and national nongovernmental organizations for program and policy development.
- 4 Evaluation.
- 5 Integration with other federal efforts.



1 Data Collection and Analysis

Youth Risk Behavior Surveillance System (YRBSS)

The YRBSS consists of national, state, and large urban school district surveys of representative samples of high school students. Conducted every two years, these surveys monitor health-risk behaviors among young people so that health and education agencies can more effectively target and improve programs. These behaviors, often established during childhood and early adolescence, include tobacco use; unhealthy dietary choices; inadequate physical activity; alcohol and other drug use; sexual behaviors that can lead to unintended pregnancy or sexually transmitted disease, including HIV infection; and behaviors that contribute to unintentional injuries and violence.

Specific data collected on tobacco-use behaviors include

- Age at initiation of cigarette use.
- Lifetime, lifetime daily, current, and current frequent cigarette use.
- Current smokeless tobacco, cigar, and tobacco use.
- Cigarette and smokeless tobacco use on school property.
- Access to cigarettes.

www.cdc.gov/YRBS

School Health Policies and Programs Study (SHPPS)

Conducted every six years, SHPPS is the most comprehensive study of U.S. school health policies and programs. SHPPS assesses the characteristics of school health policies and programs at the state, district, school, and classroom levels nationwide across all eight school health program components: health education; physical education and

Coordinated School Health Program (CSHP)

A CSHP consists of eight interrelated components: health education; physical education; health services; nutrition services; counseling, psychological, and social services; healthy and safe school environments; health promotion for staff members; and family and community involvement. CSHPs focus on improving the quality of each of these components and expanding collaboration among the people responsible for them. This coordination results in a planned, organized, and comprehensive set of courses, services, policies, and interventions that meet the health and safety needs of all students from kindergarten through grade 12. Effective CSHPs can increase the adoption of health-enhancing behaviors, improve student and staff health, and use resources more efficiently.

activity; health services; mental health and social services; nutrition services; healthy and safe school environment; faculty and staff health promotion; and family and community involvement.

SHPPS monitors policies and practices related to tobacco use, such as

- Prohibiting all forms of tobacco use by students, staff, and visitors, on school property, in school vehicles, and at school-sponsored events not on school property.
- Prohibiting various forms of tobacco advertising.
- Providing funding for staff development or offering staff development on tobacco-use prevention education to health education teachers.
- Requiring tobacco-use prevention education.

www.cdc.gov/SHPPS

**Centers for Disease Control and Prevention Division of Adolescent and School Health
(DASH), Healthy Schools, Healthy Youth**

www.cdc.gov/healthyyouth/

Healthy Youth!
Health Topics
Tobacco Use

Tobacco Use and the Health of Young People

Tobacco Use by Young People

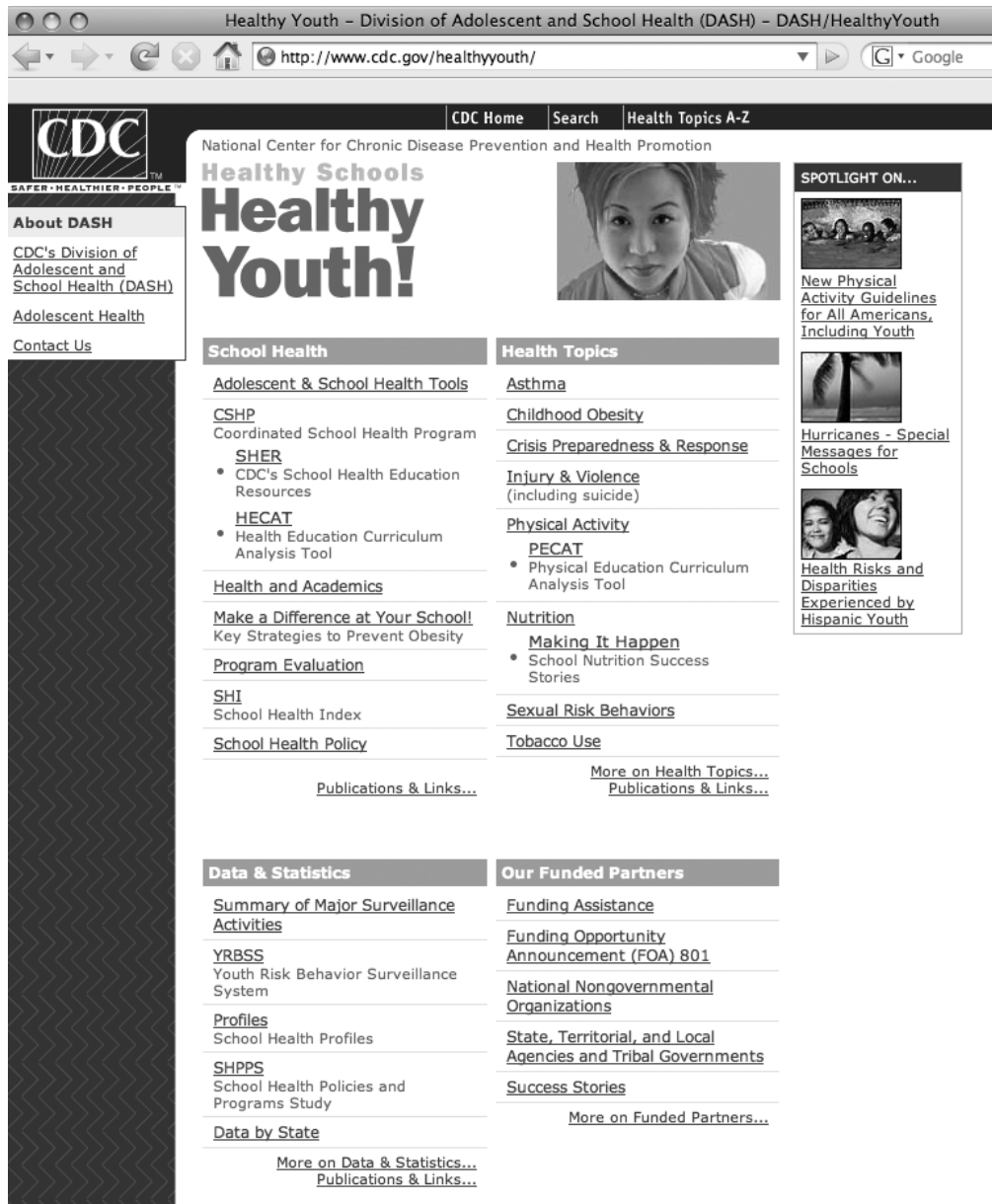
- Each day in the United States, approximately 4,000 adolescents aged 12-17 try their first cigarette.¹
- Each year cigarette smoking accounts for approximately 1 of every 5 deaths, or about 438,000 people. Cigarette smoking results in 5.5 million years of potential life lost in the United States annually.²
- Although the percentage of high school students who smoke has declined in recent years, rates remain high: 20% of high school students report current cigarette use (smoked cigarettes on at least 1 day during the 30 days before the survey).³
- Fifty percent of high school students have ever tried cigarette smoking, even one or two puffs.³
- Fourteen percent of high school students have smoked a whole cigarette before age 13.³
- Nearly eight percent of high school students (13% of male and 2% of female students) used smokeless tobacco (e.g., chewing tobacco, snuff, or dip), on at least 1 day during the 30 days before the survey.³ Adolescents who use smokeless tobacco are more likely than nonusers to become cigarette smokers.⁴
- Fourteen percent of high school students smoked cigars, cigarillos, or little cigars on at least 1 day during the 30 days before the survey.³

Prevalence of Current Cigarette Use Among High School Students, 2007³

Racial/Ethnic Group	Male	Female	Overall
Black (Non-Hispanic)	14.9%	8.4%	11.6%
Hispanic	18.7%	14.6%	16.7%
White (Non-Hispanic)	23.8%	22.5%	23.2%

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use and the Health of Young People

www.cdc.gov/HealthyYouth/tobacco/facts.htm



Healthy Youth – Division of Adolescent and School Health (DASH) – DASH/HealthyYouth

<http://www.cdc.gov/healthyouth/> Google

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School Health

[Adolescent & School Health Tools](#)

CSHP
Coordinated School Health Program

SHER

- CDC's School Health Education Resources

HECAT

- Health Education Curriculum Analysis Tool

Health and Academics

[Make a Difference at Your School!](#)
Key Strategies to Prevent Obesity

[Program Evaluation](#)

SHI
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[School Health Policy](#)

[Publications & Links...](#)

Health Topics

[Asthma](#)

[Childhood Obesity](#)

[Crisis Preparedness & Response](#)

[Injury & Violence](#)
(including suicide)

[Physical Activity](#)

PECAT

- Physical Education Curriculum Analysis Tool

Nutrition

[Making It Happen](#)

- School Nutrition Success Stories

[Sexual Risk Behaviors](#)

[Tobacco Use](#)

[More on Health Topics... Publications & Links...](#)

SPOTLIGHT ON...

[New Physical Activity Guidelines for All Americans, Including Youth](#)

[Hurricanes - Special Messages for Schools](#)

[Health Risks and Disparities Experienced by Hispanic Youth](#)

Data & Statistics

[Summary of Major Surveillance Activities](#)

YRBSS
Youth Risk Behavior Surveillance System

Profiles
School Health Profiles

SHPPS
School Health Policies and Programs Study

[Data by State](#)

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Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use Publications

www.cdc.gov/HealthyYouth/tobacco/publications.htm

Tobacco Use Prevention Publications – DASH/HealthyYouth

[http://www.cdc.gov/HealthyYouth/tobacco/publications.htm](#)

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National Center for Chronic Disease Prevention and Health Promotion

Healthy Youth!

Health Topics

Tobacco Use Publications

This list provides links to potentially useful resources but is not intended to be exhaustive.

CDC Publications

[Accepting Funds from the Tobacco Industry](#) [pdf 50K]. CDC Guidance for Collaboration with the Private Sector. This document provides guidance for schools and communities to consider prior to establishing partnerships with the private sector and accepting money directly from the tobacco industry to implement youth tobacco prevention programs.

[Best Practices for Comprehensive Tobacco Control Programs](#). This publication was designed to help states plan and establish effective tobacco control programs to prevent and reduce tobacco use, including among school age youth.

[Guidelines for School Health Programs to Prevent Tobacco Use and Addiction](#) [pdf 230K]. These guidelines identify strategies for schools that are most likely to be effective in preventing tobacco use and addiction among young people.

[Media Sharp](#). This kit is an important new tool to help middle- and high school youth evaluate media messages and make healthy, life-saving choices. CDC's MediaSharpSM kit includes an entertaining 7-minute video and an easy-to-follow teacher's guide loaded with activities, handouts, and discussion topics.

[Recommendations of the Task Force on Community Preventive Services](#). These recommendations provide a systematic review of the effectiveness of selected population-based interventions designed to prevent and control tobacco use.

[School Health Index: A Self-Assessment and Planning Guide](#). This tool enables schools to identify the strengths and weaknesses of tobacco use prevention policies and programs and develop an action plan for improvement.

[Tobacco-Free Sports](#). These publications include materials to help coaches, school administrators, and state and local health departments promote the importance of choosing an active and tobacco-free lifestyle.

[National Youth Tobacco Survey](#). Data on the prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum.

ON THIS PAGE

[CDC Publications](#)
[Other Federal Agency Publications](#)
[Non-Federal Publications](#)
[Related Journal Articles by CDC Staff](#)

SEE ALSO

[Order Form for Tobacco Use Materials from CDC/DASH](#)
[Tobacco Links](#)
[More Topics—more publications and links.](#)

Centers for Disease Control and Prevention Division of Adolescent and School Health (DASH), Tobacco Use School Health Guidelines

www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm

The screenshot shows a web browser window with the title "Tobacco Guidelines - PDF - DASH/HealthyYouth". The address bar displays the URL <http://www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm>. The page features the CDC logo and navigation links: "CDC Home", "Search", and "Health Topics A-Z". The main heading is "Healthy Youth!" followed by "Health Topics", "Tobacco Use", and "School Health Guidelines". A sidebar on the left contains links for "Healthy Youth", "Health Topics", "Tobacco Use", "School Health Guidelines", and "Contact Us". The main content area is titled "Guidelines for School Health Programs to Prevent Tobacco Use and Addiction". It includes a paragraph stating that these guidelines identify strategies for preventing tobacco use and addiction among young people, developed by CDC staff in collaboration with experts from various federal agencies, state agencies, universities, voluntary organizations, and professional associations. A link is provided for the "Guidelines for School Health Programs to Prevent Tobacco Use and Addiction [pdf 235K]", with a note that it is available in HTML. Below this, a "See also:" section lists links for "Summary", "How You Can Help", and "Publications and Links". A note mentions learning about viewing PDF files with Adobe Acrobat. At the bottom, there are links for "Healthy Youth Home", "Contact Us", "CDC Home", "Search", "Health Topics A-Z", "Policies and Regulations", and "Disclaimers". Footer information includes the page last reviewed and modified on September 5, 2006, and the content source: National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent and School Health. The footer also lists the Division of Adolescent and School Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, and Department of Health and Human Services.

Tobacco Guidelines - PDF - DASH/HealthyYouth

<http://www.cdc.gov/HealthyYouth/tobacco/guidelines/index.htm> Google

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National Center for Chronic Disease Prevention and Health Promotion

Healthy Youth!

Health Topics
Tobacco Use
School Health Guidelines

Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

These guidelines identify strategies most likely to be effective in preventing tobacco use and addiction among young people. The guidelines were developed by CDC staff in collaboration with experts from other federal agencies, state agencies, universities, voluntary organizations, and professional associations.

[Guidelines for School Health Programs to Prevent Tobacco Use and Addiction \[pdf 235K\]](#). *Morbidity & Mortality Weekly Report* February 25, 1994;43(RR-2):1-18. [Also available in HTML](#).

See also:

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- [How You Can Help](#)
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[National Center for Chronic Disease Prevention and Health Promotion](#)
[Centers for Disease Control and Prevention](#)
[Department of Health and Human Services](#)

Centers for Disease Control and Prevention, Smoking and Tobacco Use

www.cdc.gov/tobacco

Smoking and Tobacco Use | Office on Smoking and Health (OSH) | CDC

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Centers for Disease Control and Prevention

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Smoking & Tobacco Use

☐ E-mail this page
☐ Printer-friendly version

View By Topic


- > [Basic Information](#)
- > [Data and Statistics](#)
- > [Health Effects](#)
- > [Quit Smoking](#)
- > [Secondhand Smoke](#)
- > [Youth Tobacco Prevention](#)
- > [Tobacco Control Programs](#)
- > [Health Disparities](#)
- > [Global Tobacco Control](#)
- > [Tobacco Industry and Products](#)
- > [Smokeless Tobacco](#)
- > [Social Marketing](#)
- > [Media Communications](#)
- > [Publications and Products](#)
- > [Interagency Committee on Smoking and Health](#)

Quick Links

- > [Frequently Asked Questions](#)

About this Office

- > [Brief Overview, Vision, Mission, and Goals](#)
- > [Partnerships and Actions](#)
- > [National Tobacco Control Program](#)
- > [Global Efforts](#)


Replay
Quit Smoking
You can quit NOW!
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New For You

- [Clinical Practice Guideline: Treating Tobacco Use and Dependence: 2008 Update](#)
(PDF-2 MB)
This update represents the extensive deliberations, review of current scientific literature, and findings from a multidisciplinary, private-sector expert panel composed of members of various professional groups (and consumers) involved extensively with smoking cessation issues.
Also in: [Quit Smoking: Cessation Program Materials](#)
Monday, May 12, 2008, 10:00 a.m. ET
- [2006 NYTS Data and Documentation](#)
National Youth Tobacco Survey (NYTS) tables, as well as a discussion and analysis of the data within those tables, are available. States can compare their estimates of prevalence of youth tobacco use with national data.

Publications & Products

- > [Targeting Tobacco Use \(At A Glance\)](#)
- > [Fact Sheets](#)
- > [Media Campaign Resource Center](#)
- > [MMWRs](#)
- > [New Citations](#)
- > [Publications Catalog](#)
- > [Question Inventory on Tobacco](#)
- > [Smoking & Health Resource Library](#)
- > [Surgeon General's Reports](#)
- > [State Tobacco Activities Tracking and Evaluation \(STATE\) System](#)


Quick Links

- > [For help with quitting...](#)
Call 1-800-QUIT-NOW
(1-800-784-8669);
TTY 1-800-332-8615
- > [Frequently Asked Questions](#)
- > [Podcasts](#)

Other CDC Resources

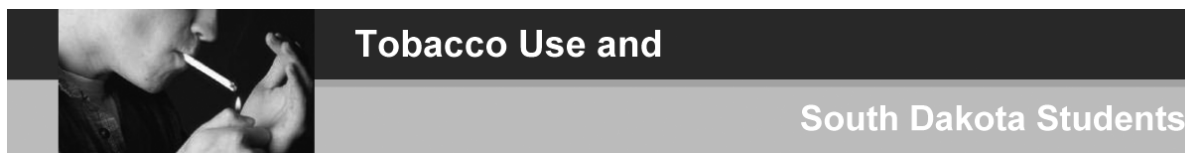
- > [Division of Adolescent and School Health \(DASH\)](#)
(PDF-999 KB)
- > [Division of Cancer Prevention and Control](#)
- > [Division of Laboratory Sciences](#)
- > [Division of Reproductive Health](#)

Conferences & Events

- 
14th World Conference on

Centers for Disease Control and Prevention, Tobacco Use and South Dakota Students

www.cdc.gov/HealthyYouth/yrbs/pdf/tobacco/yrbs07_south_dakota_tobacco.pdf



Tobacco Use and

South Dakota Students

What is the problem?

The 2007 South Dakota Youth Risk Behavior Survey indicates that among high school students:

Cigarette Use

- 55% ever tried cigarette smoking, even one or two puffs.
- 25% currently smoked cigarettes. (1)
- 12% smoked cigarettes on 20 or more days during the 30 days before the survey.
- 8% smoked cigarettes on school property. (2)
- Among students who currently smoked cigarettes, 63% tried to quit smoking cigarettes during the 12 months before the survey.

Other Tobacco Use

- 11% currently used smokeless tobacco. (3)
- 6% used smokeless tobacco on school property. (2)
- — currently smoked cigars, cigarillos, or little cigars. (4)

Any Tobacco Use

- — reported current cigarette use, current smokeless tobacco use, or current cigar use.

What are the solutions?

Better health education • More family and community involvement • Healthier school environments

What is the status?

The 2006 South Dakota School Health Profiles indicates that among middle schools and high schools:

Health Education

- 42% required students to take two or more health education courses.
- 35% taught 17 tobacco-use prevention topics in a required health education course.
- 26% had a lead health education teacher who received staff development during the past two years on tobacco-use prevention.

Family and Community Involvement

- 47% had a school health council.
- 48% provided families with information on school health education.
- 14% met with a parents' organization to discuss school health education.
- 21% invited family members to attend health education classes.

School Environment

- 23% prohibited all tobacco use in all locations. (5)
- Among schools with a policy prohibiting tobacco use, 28% sometimes, almost always, or always required students who were caught smoking cigarettes to participate in an assistance, education, or cessation program.
- 85% prohibited all tobacco advertising. (6)
- 31% provided referrals to tobacco cessation programs for students.
- 60% posted signs marking a tobacco-free school zone.

1. Smoked cigarettes on at least 1 day during the 30 days before the survey.
 2. On at least 1 day during the 30 days before the survey.
 3. Used chewing tobacco, snuff, or dip on at least 1 day during the 30 days before the survey.
 4. Smoked cigars, cigarillos, or little cigars on at least 1 day during the 30 days before the survey.
 5. Prohibited all tobacco use by students, faculty and school staff, and visitors; in school buildings, outside on school grounds (including parking lots and playing fields), on school buses or other vehicles used to transport students, and at off-campus, school-sponsored events.
 6. Prohibited tobacco advertising in school buildings, on school grounds, on school buses or other vehicles, in school publications, and through sponsorship of school events, and prohibited students from wearing tobacco brand name apparel or carrying merchandise with tobacco company names, logos, or cartoon characters.
- Data not available.

Where can I get more information? Visit www.cdc.gov/healthyyouth or call 800 CDC-INFO (800-232-4636).

HealthEdventure

www.healthedventure.org





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The Tobacco Portal



Click on the cigarette pack at any time to return to the Tobaccowiki Portal Home Page.

Welcome to **TobaccoWiki**, the online research project to which anyone can contribute. We need **your** help to mine the millions of pages of previously-secret, internal tobacco industry documents [now](#) posted on the Internet. The purpose of Tobaccowiki is to make it easier to find information about tobacco industry behavior, and to reveal what has been learned about the industry through its documents.

Like Wikipedia [or](#), the collaborative, online, free encyclopedia, Tobaccowiki is also a collaborative project. We need **you** to help us search through the tobacco industry documents now available online [or](#) enter information here about what you find. We welcome participation from everyone: students, journalists, smokers and non-smokers, food service workers, public health workers, tobacco control advocates, musicians, scientists, researchers and just plain curious folks. *Everyone* is invited to join in this project to facilitate access to information in the tobacco industry documents.

[Read more about Tobaccowiki...](#)

Confused about Wikis? See the YouTube video Wikis in Plain English [or](#)

Get Started



Tobacco topics

Additives | Animal testing | Brainstorming documents | Brand information | Cigarette contaminants | Cigarette design | Consumer letters | End-game strategies | Fire-safe cigarettes | Health claims/health reassurance | Hypotheses | In context of other drugs | Industry-related organizations | Tobacco industry responses to actions directed against it | Lawsuits | Legislation | Miscellaneous tobacco document information | Nicotine and nicotine addiction | People | PR

Navigation

- SourceWatch
- Congresspedia
- TobaccoWiki
- Election Protection
- Community Portal
- About
- Help
- Recent changes
- Random page
- Donate

SourceWatch

- Portals
- Main topics
- All topics
- Articles
- Most popular

Go Search

This encyclopedia is written by people like you, so jump in.

- How to edit
- Ground rules
- Fix or report an error
- Things you can do

Toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version

References

- ¹Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs-2007*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; October 2007.
- ²The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. U.S. Department of Health and Human Services. 2006.
- ³Centers for Disease Control and Prevention. Guidelines for school health programs to prevent tobacco use and addiction. *MMWR* 1994;43(No. RR-2): 1-19.
- ⁴Schar E. Gutierrez K, Murphy-Hoefer R, Nelson DE. *Tobacco Use Prevention Media Campaigns: Lessons Learned from Youth in Nine Countries*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2006. Available at www.cdc.gov/tobacco.
- ⁵Centers for Disease Control and Prevention. Designing and Implementing an Effective Tobacco Counter-Marketing Campaign. Available at: www.cdc.gov/tobacco/media_communications/countermarketing/campaign/index.htm